

AMENDMENT TO THE ABSTRACT:

Please delete the previous Abstract of Disclosure, and add the new Abstract of Disclosure as follows:

-- An Internet-based brand marketing communication network allowing members of a brand management team to communicate directly with consumers shopping along electronic commerce (EC) enabled Web-sites, and serviced by programmable Multi-Mode Virtual Kiosks (MMVKs) driven by server-side components and managed by product management team members and/or authorized parties. The network includes a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled Web-sites. When generated by a first Internet-enabled information server, each MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of consumer product information resources. Web-based subsystems are provided for programming these display modes. --